



City of Portland, Oregon
Bureau of Development Services
Land Use Services
FROM CONCEPT TO CONSTRUCTION

Dan Ryan, Commissioner
Rebecca Esau, Director
Phone: (503) 823-7300
Fax: (503) 823-5630
TTY: (503) 823-6868
www.portland.gov/bds

Date: June 23, 2022
To: Interested Person
From: Megan Sita Walker, Land Use Services
503-865-6515 / MeganSita.Walker@portlandoregon.gov

NOTICE OF A TYPE I DECISION ON A PROPOSAL IN YOUR NEIGHBORHOOD

The Bureau of Development Services has approved proposal in your neighborhood. The mailed copy of this document is only a summary of the decision. The reasons for the decision are included in the version located on the BDS website <http://www.portlandonline.com/bds/index.cfm?c=46429>. Click on the District Coalition then scroll to the relevant Neighborhood, and case number. If you disagree with the decision, you can appeal. Information on how to do so is included at the end of this decision.

CASE FILE NUMBER: LU 22-139797 HR – PAINTED WALL SIGNS

GENERAL INFORMATION

Applicant: Nick Lee | Studio Signs, Inc.
PO Box 14784
Portland, OR 97293
(503) 232-3640

Owner: Jim Morton | Edy Morton Edy LLC
PO Box 8
West Linn, OR 97068

Site Address: 1337 SE M L KING BLVD

Legal Description: BLOCK 90 LOT 1-4 & LOT 5-8 EXC PT IN ST, EAST PORTLAND
Tax Account No.: R226505900
State ID No.: 1S1E03AD 05500
Quarter Section: 3130

Neighborhood: Buckman, contact John Rose or Josh Baker at buckmanlandusepdx@gmail.com

Business District: Central Eastside Industrial Council, contact ceic@ceic.cc.
District Coalition: Southeast Uplift, contact Matchu Williams at matchu@seuplift.org

Plan District: Central City - Central Eastside
Other Designations: Individually listed Landmark on the National Register of Historic Places

Zoning: EXd – Central Employment with Design and Historic Resource Protection Overlays
Case Type: HR – Historic Resource Review

Procedure: Type I, an administrative decision with appeal to the Oregon Land Use Board of Appeals (LUBA).

Proposal:

The applicant seeks Historic Resource Review approval for four (4) new painted wall signs on the Italian Gardeners & Ranchers Association Market Building, an Individually listed Landmark on the National Register of Historic Places located in the Central Eastside Subdistrict of the Central City Plan District. The proposed four (4) non-illuminated painted wall signs are located at the parapet level on all four elevations as follows:

- On the East Elevation - one (1) 100 SF painted wall sign;
- On the South Elevation - one (1) 42 SF painted wall sign;
- On the West Elevation - one (1) 60 SF painted wall sign; and
- On the North Elevation - one (1) 42 SF painted wall sign

Historic resource review is required as the proposal includes non-exempt exterior alterations to a Historic Landmark.

Relevant Approval Criteria:

In order to be approved, this proposal must comply with the approval criteria specified in the Portland Zoning Code. The relevant approval criteria are:

- 33.846.060.G *Other approval criteria*
- *Special Design Guidelines for the Central Eastside District of the Central City Plan*
- *Central City Fundamental Design Guidelines*

ANALYSIS

Site and Vicinity: The existing Italian Gardeners & Ranchers Association Market Building is a full-block, Individually listed Landmark on the National Register of Historic Places located in the Central Eastside Subdistrict of the Central City Plan District. The following description is from the 1990 National Register nomination:

“The subject building, constructed in 1922, is significant under criterion A for its association with the Italian Gardeners and Ranchers Association, the first major produce wholesaler in the study area. This large association was instrumental in shaping the character of the east side's "produce row", a colorful and vital neighborhood within the larger Central Eastside Industrial District. The architect was Walter W. Lucius. The date of construction is based on City of Portland building permit records.

The Italian Gardeners and Ranchers Association was formed at the turn-of-the-century as a cooperative marketing effort by Italian produce peddlers and truck farmers. Italian immigration to Portland reached an all time high in the years between 1890 and 1910. Many of the newly arrived immigrants settled on the east bank of the river south of Hawthorne Boulevard, and in the Johns Landing area, on the west bank of the river. The area south of Hawthorne was still largely unsettled and provided inexpensive and abundant land on which many of the Italians established small truck farms, maintaining a way of life they had been accustomed to in their native country. By 1900 there were between 150 and 200 street produce peddlers in Portland, a considerable number of whom were Italian.

With the formation of the Italian Gardeners and Rancher's Association, and the subsequent establishment of a large market place shortly thereafter, the farmers and peddlers had a central market location which would help to standardize prices and the quality of the produce. The market was located on the west bank of the river at the foot of Market Street, just south of the Hawthorne Bridge. This location afforded easy access to the large Italian commu.ni ties just south of Hawthorne and in Johns Landing. The market also provided another major benefit by fostering a sense of community among newly arrived immigrants.

The success of this initial market and the poor physical condition of the building led to the purchase of a tract of land on the east side of the river, and the construction of a two-story wood building which covered the entire block between Madison and Main and 3rd and Union. The first major produce wholesaler to locate in the central east side area, the Ranchers and Gardeners Association was followed by a number of other produce and grocery wholesalers, the majority of which concentrated in the area north of Madison between Second and Union. "This area became known as "produce row" and continues to house a large number of produce-related businesses to the present, many of which are operated by Italians.

While catering primarily to produce vendors, the Ranchers and Gardeners building also served as a focal point for community activities. In addition to the produce market, the building included a dairy product section, a specialty Italian import grocer, a pool hall and meeting rooms.

In 1921 the wood building was destroyed by fire and replaced by the subject building within a year. A comparison of Sanborn Insurance maps and city directories indicates that the new building was remarkably similar to the old in layout. Small storefronts faced on to Union Avenue--one of the major north-south streets in the area--and a pool hall, several meeting halls and two Italian restaurants, the Montecatinni and the Ernest Ceccanti, were also present. In 1929 the Association moved into a larger structure located at 10th and Belmont. A number of other produce retailers and wholesalers followed them to this location and created a second "produce row" in the 30s although it disintegrated during World War II."

The subject property is bound by SW 3rd Ave to the west, SW Main St to the north, SW Martin Luther King Jr. Blvd to the east, and SE Madison St to the south.

Zoning: The Central Employment (EX) zone allows mixed uses and is intended for areas in the center of the City that have predominantly industrial-type development. The intent of the zone is to allow industrial and commercial uses which need a central location. Residential uses are allowed, but are not intended to predominate or set development standards for other uses in the area.

The "d" overlay promotes the conservation and enhancement of areas of the City with special historic, architectural or cultural value. New development and exterior modifications to existing development are subject to design review. This is achieved through the creation of design districts and applying the Design Overlay Zone as part of community planning projects, development of design guidelines for each district, and by requiring design review. In addition, design review ensures that certain types of infill development will be compatible with the neighborhood and enhance the area.

The Historic Resource Protection overlay is comprised of Historic and Conservation Districts, as well as Historic and Conservation Landmarks and protects certain historic resources in the region and preserves significant parts of the region's heritage. The regulations implement Portland's Comprehensive Plan policies that address historic preservation. These policies recognize the role historic resources have in promoting the education and enjoyment of those living in and visiting the region. The regulations foster pride among the region's citizens in their city and its heritage. Historic preservation beautifies the city, promotes the city's economic health, and helps to preserve and enhance the value of historic properties.

The Central City Plan District implements the Central City Plan and other plans applicable to the Central City area. These other plans include the Downtown Plan, the River District Plan, the University District Plan, and the Central City Transportation Management Plan. The Central City plan district implements portions of these plans by adding code provisions

which address special circumstances existing in the Central City area. The site is within the Central Eastside Subdistrict of this plan district.

Land Use History: City records indicate there are no prior land use reviews for this site.

Agency Review: A Notice of Proposal in your Neighborhood was mailed on **May 31, 2022**. No response were received.

Neighborhood Review: A Notice of Proposal in Your Neighborhood was mailed on **May 31, 2022**. No written responses have been received from either the Neighborhood Association or notified property owners in response to the proposal.

ZONING CODE APPROVAL CRITERIA

Chapter 33.846, Historic Reviews

Purpose of Historic Resource Review

Historic Resource Review ensures the conservation and enhancement of the special characteristics of historic resources.

Historic Resource Review Approval Criteria

Requests for Historic Resource Review will be approved if the review body finds the applicant has shown that all of the approval criteria have been met.

Findings: The site is a designated Historic Landmark; therefore, the proposal requires Historic Resource Review approval. The relevant The approval criteria are those listed in *33.846.060 G – Other Historic Approval Criteria*. In addition, because the site is located within the Central Eastside subdistrict of the Central City Plan District, the relevant approval criteria are the *Central City Fundamental Design Guidelines* and the *Special Design Guidelines for the Design Zone of the Central Eastside District of the Central City Plan*.

Staff has considered all of the approval criteria and addressed only those applicable to this proposal.

33.846.060 G - Other Historic Approval Criteria

- 1. Historic character.** The historic character of the landmark or contributing resource will be retained and preserved. Removal of historic materials or alteration of features and spaces that contribute to the historic significance of the landmark or contributing resource will be avoided.
- 2. Record of its time.** The landmark or contributing resource will remain a physical record of its time, place, and use. Changes that create a false sense of historic development, such as adding conjectural features or architectural elements from other buildings will be avoided.
- 3. Historic changes.** Most resources change over time. Those changes that have acquired historic significance will be preserved.
- 4. Historic features.** Generally, deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement, the new feature will match the historic feature in design, color, texture, and other visual qualities and, where practical, in materials. Replacement of missing features must be substantiated by documentary, physical, or pictorial evidence.
- 5. Historic materials.** Historic materials will be protected. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials will not be used.
- 9. Preserve the form and integrity of historic resources.** New additions, exterior alterations, or new construction will be undertaken in such a manner that if removed in the future, the essential form and integrity of the landmark or contributing resource and, if in a district, the district as a whole would be unimpaired.

Findings for 1, 2, 3, 4, 5, and 9: The proposal meets the above-mentioned guidelines in the following ways:

- The proposed non-illuminated painted wall signs will not impact historic material. The size, placement, and materiality of the proposed signage ensures that the historic character of the property will be retained and that the resource will remain a physical record of its time place and use.
- Specifically, the four (4) non-illuminated painted wall signs located at the parapet level, incorporate elements typical of wall signage seen during the period of significance of the resource. Such as, being non-illuminated, comprised entirely of paint applied directly onto the surface of the wall, and are appropriately sized to fit within the prominent shaped parapet. To ensure that the proposed signs remains compatible with the resource in the ways listed about, staff has added Condition of Approval ‘C’.

With Condition of Approval ‘C’, that the wall signs shall, in perpetuity, remain non-illuminated and comprised entirely of paint, these criteria are met.

- 7. Differentiate new from old.** New additions, exterior alterations, or related new construction will not destroy historic materials that characterize a landmark or contributing resource. New work may be differentiated from the old if the differentiation does not diminish the character, features, materials, form, or integrity of the landmark or contributing resource and, if in a Historic District, the district as a whole.
- 8. Architectural compatibility.** New additions, exterior alterations, or new construction will be compatible with the massing, size, scale, and architectural features of the landmark or contributing resource and, if in a district, the district as a whole. When retrofitting to improve accessibility for persons with disabilities or accommodate seismic improvements, design solutions will not compromise the architectural integrity of the landmark or contributing resource.
- 10. Hierarchy of compatibility.** New additions, exterior alterations, or new construction will be designed to be compatible primarily with the landmark or contributing resource and, if located within a district, secondarily with contributing resources within 200 feet and, finally, with the rest of the district. Where practical, compatibility in districts will be pursued on all three levels.

Findings for 7, 8, and 10: The proposed signs are designed to be both compatible with the historic character of the resource and to be differentiated from the resource through the use of contemporary materials and methods of construction. The proposed non-illuminated, painted wall signs are typical of wall signage seen during the period of significance of the resource. The proposed painted wall signs consisting entirely of paint applied directly to the parapet, appropriately scaled to fit within the significant shaped parapet, are designed to defer to architecture of the resource. As such, the proposal is compatible with the resource.

These criteria are met.

Special Design Guidelines for the Design Zone of the Central Eastside District of the Central City Plan and Central City Fundamental Design Guidelines

The Central Eastside is a unique neighborhood. The property and business owners are proud of the district’s heritage and service to the community and region. Light industry, distribution/warehousing, and transportation are important components of the district’s personality. To the general public, retail stores and commercial businesses provide the central focus within the district.

The underlying urban design objective for the Central Eastside is to capitalize on and emphasize its unique assets in a manner that is respectful, supportive, creative and compatible with each area as a whole. Part of the charm and character of the Central Eastside District, which should be celebrated, is its eclectic mixture of building types and uses. An additional strength, which should be built on, is the pattern of pedestrian friendly retail uses on Grand Avenue, East Burnside and Morrison Streets, as well as portions of 11th and 12th Avenues.

The Central City Fundamental Design Guidelines focus on four general categories. **(A) Portland Personality**, addresses design issues and elements that reinforce and enhance Portland's character. **(B) Pedestrian Emphasis**, addresses design issues and elements that contribute to a successful pedestrian environment. **(C) Project Design**, addresses specific building characteristics and their relationships to the public environment. **(D) Special Areas**, provides design guidelines for the four special areas of the Central City.

Central Eastside Design Goals

The following goals and objectives define the urban design vision for new development and other improvements in the Central Eastside

- Encourage the special distinction and identity of the design review areas of the Central Eastside District.
- Provide continuity between the Central Eastside and the Lloyd District.
- Provide continuity between the Central Eastside and the river, downtown, and adjacent residential neighborhoods.
- Enhance the safety, convenience, pleasure, and comfort of pedestrians.

Central City Plan Design Goals

This set of goals are those developed to guide development throughout the Central City. They apply within all of the Central City policy areas. The nine goals for design review within the Central City are as follows:

1. Encourage urban design excellence in the Central City;
2. Integrate urban design and preservation of our heritage into the development process;
3. Enhance the character of the Central City's districts;
4. Promote the development of diversity and areas of special character within the Central City;
5. Establish an urban design relationship between the Central City's districts and the Central City as a whole;
6. Provide for a pleasant, rich and diverse pedestrian experience for pedestrians;
7. Provide for the humanization of the Central City through promotion of the arts;
8. Assist in creating a 24-hour Central City which is safe, humane and prosperous;
9. Ensure that new development is at a human scale and that it relates to the scale and desired character of its setting and the Central City as a whole.

Staff has considered all guidelines and has addressed only those guidelines considered applicable to this project.

A4. Use Unifying Elements. Integrate unifying elements and/or develop new features that help unify and connect individual buildings and different areas.

A6. Reuse/Rehabilitate/Restore Buildings. Where practical, reuse, rehabilitate, and restore buildings and/or building elements.

C4. Complement the Context of Existing Buildings. Complement the context of existing buildings by using and adding to the local design vocabulary.

C5. Design for Coherency. Integrate the different building and design elements including, but not limited to, construction materials, roofs, entrances, as well as window, door, sign, and lighting systems, to achieve a coherent composition.

C3-1. Design to Enhance Existing Themes in the District. Look to buildings from throughout the district for contextual precedent. Innovation and creativity are encouraged in design proposals, which enhance overall district character.

C13. Integrate Signs. Integrate signs and their associated structural components with the building's overall design concept. Size, place, design, and light signs to not dominate the skyline. Signs should have only a minimal presence in the Portland skyline.

C1-2. Integrate Signs.

- a. Retain and restore existing signage which reinforces the history and themes of the district, and permit new signage which reinforces the history and themes of the East Portland Grand Avenue historic district.

- b. Carefully place signs, sign supports, and sign structures to integrate with the scale, color and articulation of the building design, while honoring the dimensional provisions of the sign chapter of the zoning code.
- c. Demonstrate how signage is one of the design elements of a new or rehabilitation project and has been coordinated by the project designer/architect. Submit a Master Signage Program as a part of the project's application for a design review.

Findings for A4, A6, C1-2, C4, C5, C3-1, and C13: The proposed non-illuminated painted wall signs located within the formed parapet on all four elevations of the building, utilize an approach to building signage that connects individual buildings in the area, supports the continued use of the building, and highlights the parapet, a prominent feature of the building. By integrated the proposed signage with the architecture of the building and relating the signage type to the era of the building and surrounding buildings, the proposed signs are well integrated with the building and the proposal enhances the overall district character.

These guidelines are therefore met.

C12. Integrate Exterior Lighting. Integrate exterior lighting and its staging or structural components with the building's overall design concept. Use exterior lighting to highlight the building's architecture, being sensitive to its impacts on the skyline at night.

Findings: No lighting is proposed. *These guidelines are therefore not applicable*

DEVELOPMENT STANDARDS

Unless specifically required in the approval criteria listed above, this proposal does not have to meet the development standards in order to be approved during this review process. The plans submitted for a building or zoning permit must demonstrate that all requirements of Title 11 can be met, and that all development standards of Title 33 can be met or have received an Adjustment or Modification via a land use review, prior to the approval of a building or zoning permit.

CONCLUSIONS

The purpose of the Historic Resource Review process is to ensure that additions, new construction, and exterior alterations to historic resources do not compromise their ability to convey historic significance. This proposal meets the applicable Historic Resource Review criteria and therefore warrants approval.

ADMINISTRATIVE DECISION

Historic Resource Review approval of the installation of four (4) new painted wall signs on the Italian Gardeners & Ranchers Association Market Building, an Individually listed Landmark on the National Register of Historic Places located in the Central Eastside Subdistrict of the Central City Plan District. The proposed four (4) non-illuminated painted wall signs are located at the parapet level on all four elevations as follows:

- On the East Elevation - one (1) 100 SF painted wall sign;
- On the South Elevation - one (1) 42 SF painted wall sign;
- On the West Elevation - one (1) 60 SF painted wall sign; and
- On the North Elevation - one (1) 42 SF painted wall sign

Approved per site plans, Exhibits C-1 through C-5, signed and dated June 17, 2022, subject to the following conditions:

- A. As part of the building permit application submittal, the following development-related conditions (B through D) must be noted on each of the four required site plans or

included as a sheet in the numbered set of plans. The sheet on which this information appears must be labeled "ZONING COMPLIANCE PAGE- Case File LU 22-139797 HR." All requirements must be graphically represented on the site plan, landscape, or other required plan and must be labeled "REQUIRED."

- B. At the time of building permit submittal, a signed Certificate of Compliance form (<https://www.portlandoregon.gov/bds/article/623658>) must be submitted to ensure the permit plans comply with the Design/Historic Resource Review decision and approved exhibits.
- C. The proposed wall signs shall, in perpetuity, remain non-illuminated and comprised entirely of paint.
- D. No field changes allowed.

Staff Planner: Megan Sita Walker

Decision rendered by: _____  _____ **on June 17, 2022**

By authority of the Director of the Bureau of Development Services

Decision mailed June 23, 2022

Procedural Information. The application for this land use review was submitted on May 5, 2022, and was determined to be complete on May 24, 2022.

Zoning Code Section 33.700.080 states that Land Use Review applications are reviewed under the regulations in effect at the time the application was submitted, provided that the application is complete at the time of submittal, or complete within 180 days. Therefore this application was reviewed against the Zoning Code in effect on May 5, 2022.

ORS 227.178 states the City must issue a final decision on Land Use Review applications within 120-days of the application being deemed complete. The 120-day review period may be waived or extended at the request of the applicant. In this case, the applicant did not waive or extend the 120-day review period. Unless further extended by the applicant, **the 120 days will expire on: September 21, 2022.**

Some of the information contained in this report was provided by the applicant.

As required by Section 33.800.060 of the Portland Zoning Code, the burden of proof is on the applicant to show that the approval criteria are met. The Bureau of Development Services has independently reviewed the information submitted by the applicant and has included this information only where the Bureau of Development Services has determined the information satisfactorily demonstrates compliance with the applicable approval criteria. This report is the decision of the Bureau of Development Services with input from other City and public agencies.

Conditions of Approval. If approved, this project may be subject to a number of specific conditions, listed above. Compliance with the applicable conditions of approval must be documented in all related permit applications. Plans and drawings submitted during the permitting process must illustrate how applicable conditions of approval are met. Any project elements that are specifically required by conditions of approval must be shown on the plans, and labeled as such.

These conditions of approval run with the land, unless modified by future land use reviews. As used in the conditions, the term "applicant" includes the applicant for this land use review, any person undertaking development pursuant to this land use review, the proprietor of the use or development approved by this land use review, and the current owner and future owners of the property subject to this land use review.

This decision, and any conditions associated with it, is final. It may be appealed to the Oregon Land Use Board of Appeals (LUBA), within 21 days of the date the decision is mailed, as specified in the Oregon Revised Statute (ORS) 197.830. Among other things, ORS 197.830 requires that a petitioner at LUBA must have submitted written testimony during the comment period for this land use review. Contact LUBA at 775 Summer St NE Suite 330, Salem, OR 97301-1283 or phone 1-503-373-1265 for further information.

The file and all evidence on this case are available for your review by appointment only. Please call the Request Line at our office, 1900 SW Fourth Avenue, Suite 5000, phone 503-823-7617, to schedule an appointment. I can provide some information over the phone. Copies of all information in the file can be obtained for a fee equal to the cost of services. Additional information about the City of Portland, city bureaus, and a digital copy of the Portland Zoning Code is available on the internet at www.portlandonline.com.

Recording the final decision.

If this Land Use Review is approved the final decision will be recorded with the Multnomah County Recorder.

- *Unless appealed*, the final decision will be recorded after **June 24, 2022** by the Bureau of Development Services.

The applicant, builder, or a representative does not need to record the final decision with the Multnomah County Recorder.

For further information on your recording documents please call the Bureau of Development Services Land Use Services Division at 503-823-0625.

Expiration of this approval. An approval expires three years from the date the final decision is rendered unless a building permit has been issued, or the approved activity has begun.

Where a site has received approval for multiple developments, and a building permit is not issued for all of the approved development within three years of the date of the final decision, a new land use review will be required before a permit will be issued for the remaining development, subject to the Zoning Code in effect at that time.

Applying for your permits. A building permit, occupancy permit, or development permit may be required before carrying out an approved project. At the time they apply for a permit, permittees must demonstrate compliance with:

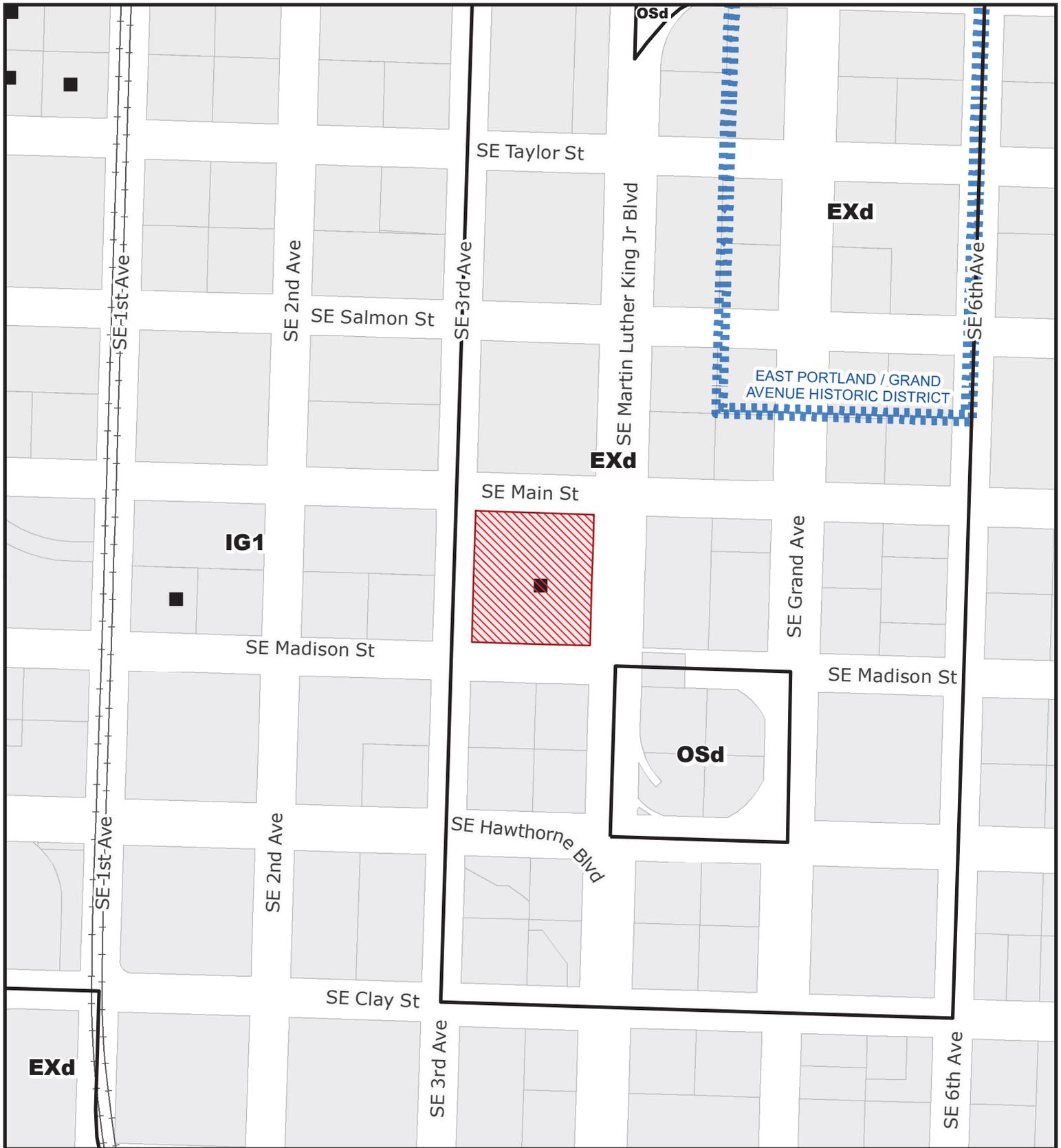
- All conditions imposed herein;
- All applicable development standards, unless specifically exempted as part of this land use review;
- All requirements of the building code; and
- All provisions of the Municipal Code for the City of Portland, and all other applicable ordinances, provisions and regulations of the City.

EXHIBITS

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Statement:
 - 1. Original Project Description & Response to Approval Criteria
 - 2. Original Drawing Set
 - 3. Updated Project Description & Response to Approval Criteria, Rec'd May 24, 2022
 - 4. Updated Drawing Set, Rec'd May 24, 2022
- B. Zoning Map (attached)
- C. Plans/Drawings:
 - 1. Site Plan (attached)
 - 2. East Elevation (attached)
 - 3. North Elevation (attached)
 - 4. South Elevation (attached)
 - 5. West Elevation (attached)
- D. Notification information:
 - 1. Mailing list
 - 2. Mailed notice
- E. Agency Responses: none
- F. Correspondence: none
- G. Other:
 - 1. Original LU Application
 - 2. Updated LU Application
 - 3. Incomplete Letter
 - 4. Copy of the National Register Nomination
 - 5. Email Correspondence between staff and the applicant

The Bureau of Development Services is committed to providing equal access to information and hearings. Please notify us no less than five business days prior to the event if you need special accommodations. Call 503-823-7300 (TTY 503-823-6868).



ZONING



For Zoning Code in effect Post August 1, 2021

CENTRAL CITY PLAN DISTRICT
CENTRAL EASTSIDE SUB DISTRICT



Site



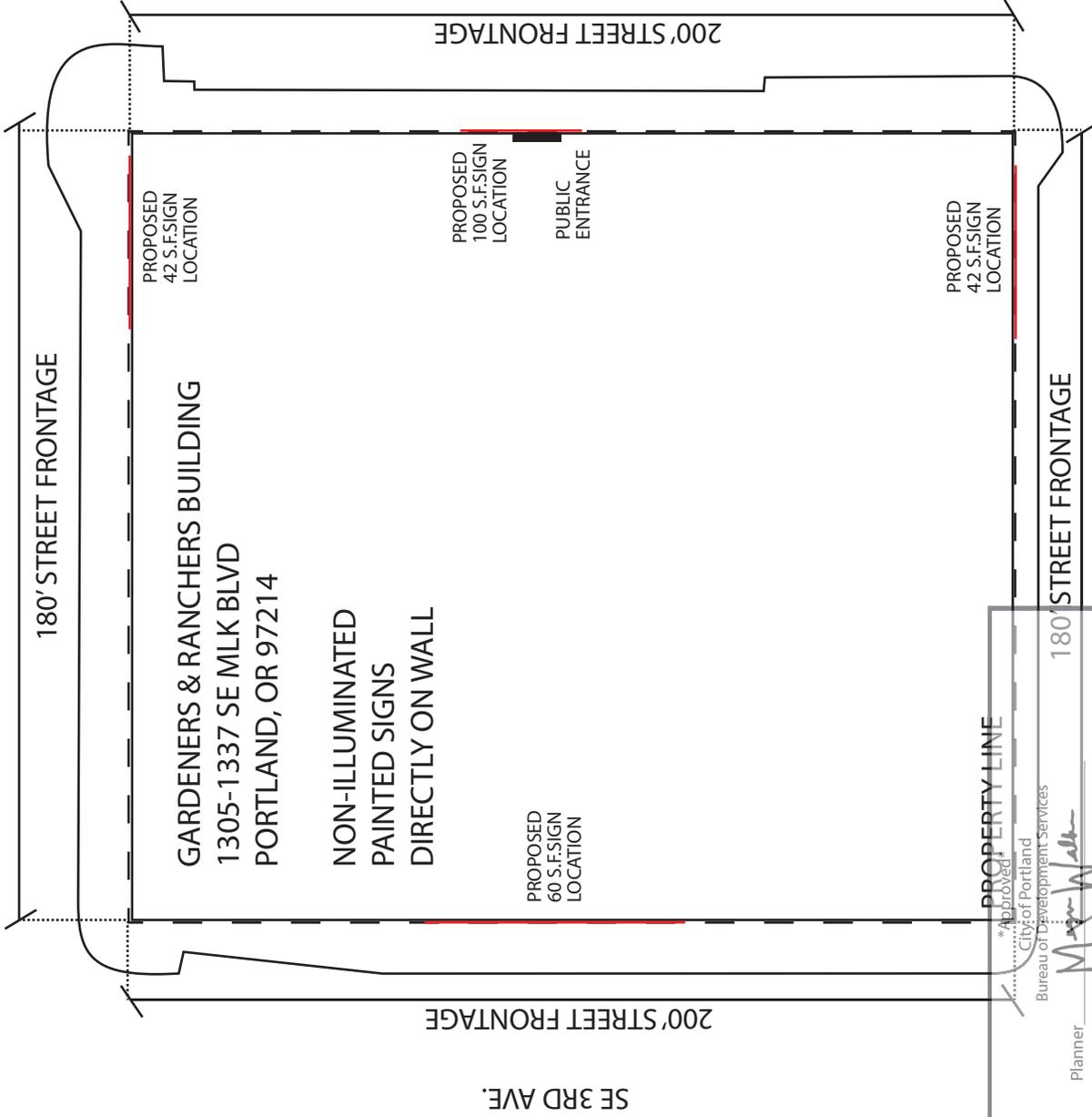
Historic Landmark

File No.	LU 22 - 139797 HR
1/4 Section	3130
Scale	1 inch = 200 feet
State ID	1S1E03AD 5500
Exhibit	B May 06, 2022

*** Approved per Conditions 'B' - 'D'***



SE MAIN ST.



05/23/22	STUDIO SIGNS INC. 503-232-3640 CCB#69184	GARDENERS & RANCHERS BUILDING 1305-1337 SE MLK BLVD PORTLAND, OR 97214
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SITE PLAN

SCALE 1"=40'

CALCULATIONS

- PRIMARY BLDG. WALL = 200 FT.
- ALLOTTED = 0 SQ. FT.
- PROPOSED = 244 SQ. FT.
- REMAINING = 0 SQ. FT.

PROPERTY LINE
 * Approved
 City of Portland
 Bureau of Development Services
 Planner: *M. Walker*
 Date: **6-17-2022**

* This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.

Approved per Condition 'C': The proposed wall signs shall, in perpetuity, remain non-illuminated and comprised entirely of paint.

SIGN DETAILS

NON ILLUMINATED

PAINTED SIGN

SIGN PAINTED DIRECTLY

ON BUILDING WALL

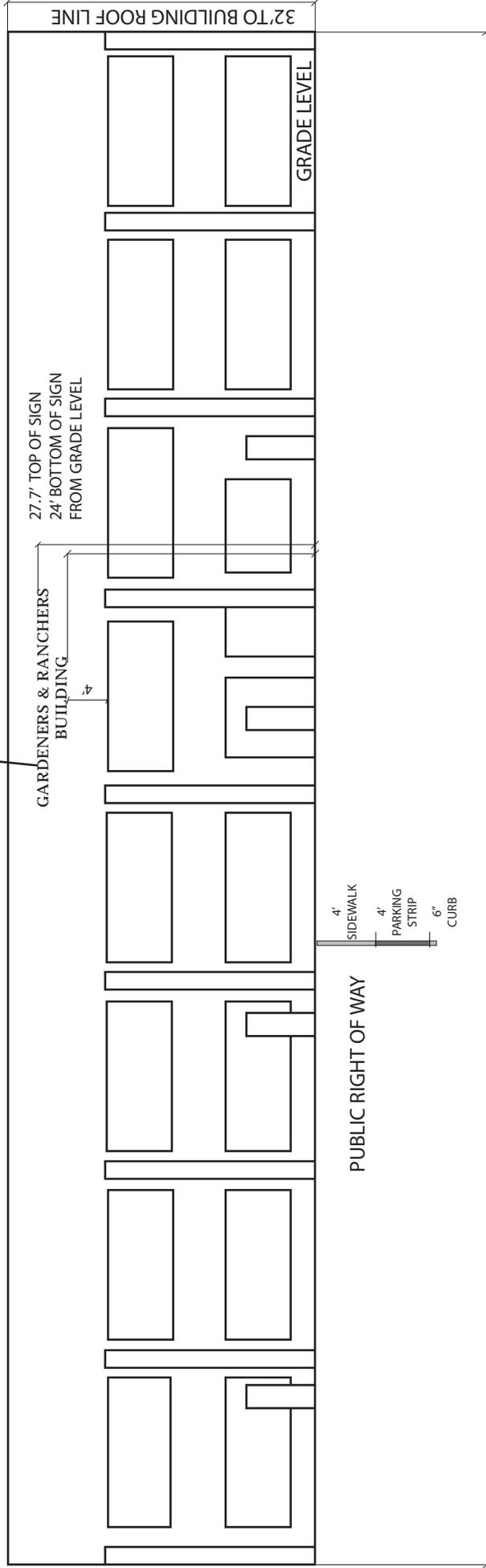
USING BLACK PAINT

* Approved per Conditions 'B' - 'D'*

GARDENERS & RANCHERS BUILDING

3.7'x27'=100 S.F. SIGN ON EAST SIDE

PROPOSED
100 S.F. SIGN
LOCATION



PROPERTY LINE/BUILDING LENGTH 200'

Approved
City of Portland
Bureau of Development Services
Planner: Megan Walsh
Date: 6-17-2022
*This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.

ELEVATION PLAN

SCALE 1/20" = 1'

GARDENERS & RANCHERS BUILDING 1305-1337 SE MLK BLVD PORTLAND, OR 97214	05/23/22
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STUDIO SIGNS INC.
503-232-3640
CCB#69184

Approved per Condition 'C': The proposed wall signs shall, in perpetuity, remain non-illuminated and comprised entirely of paint.

SIGN DETAILS

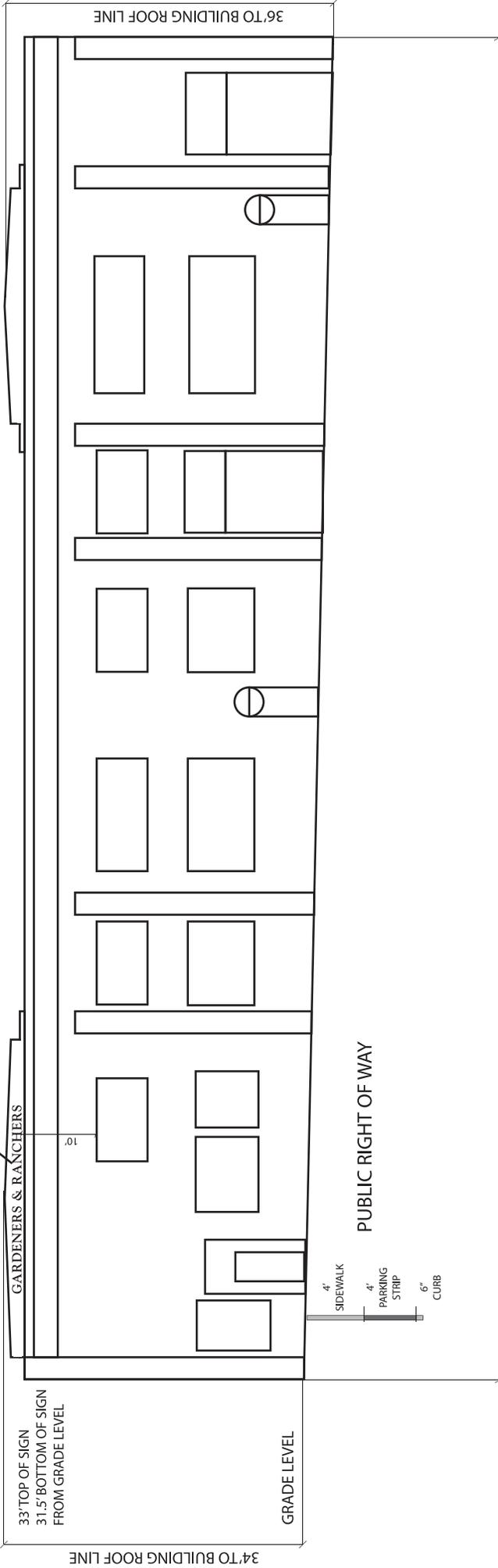
NON ILLUMINATED
PAINTED SIGN

SIGN PAINTED DIRECTLY
ON BUILDING WALL
USING BLACK PAINT

1.5'x28'=42 S.F. SIGN ON NORTH SIDE OF BUILDING

GARDENERS & RANCHERS

PROPOSED
42 S.F. SIGN
LOCATION



Approved
City of Portland
Bureau of Development Services

Planner: *Megan Walsh*
Date: 6-17-2022

*This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.

ELEVATION PLAN

SCALE 1/20" = 1'

GARDENERS & RANCHERS BUILDING
1305-1337 SE MLK BLVD
PORTLAND, OR 97214

STUDIO SIGNS INC.
503-232-3640
CCB#69184

05/03/22

Approved per Condition 'C': The proposed wall signs shall, in perpetuity, remain non-illuminated and comprised entirely of paint.

LU 22-139797 HR EXH C-3

SIGN DETAILS

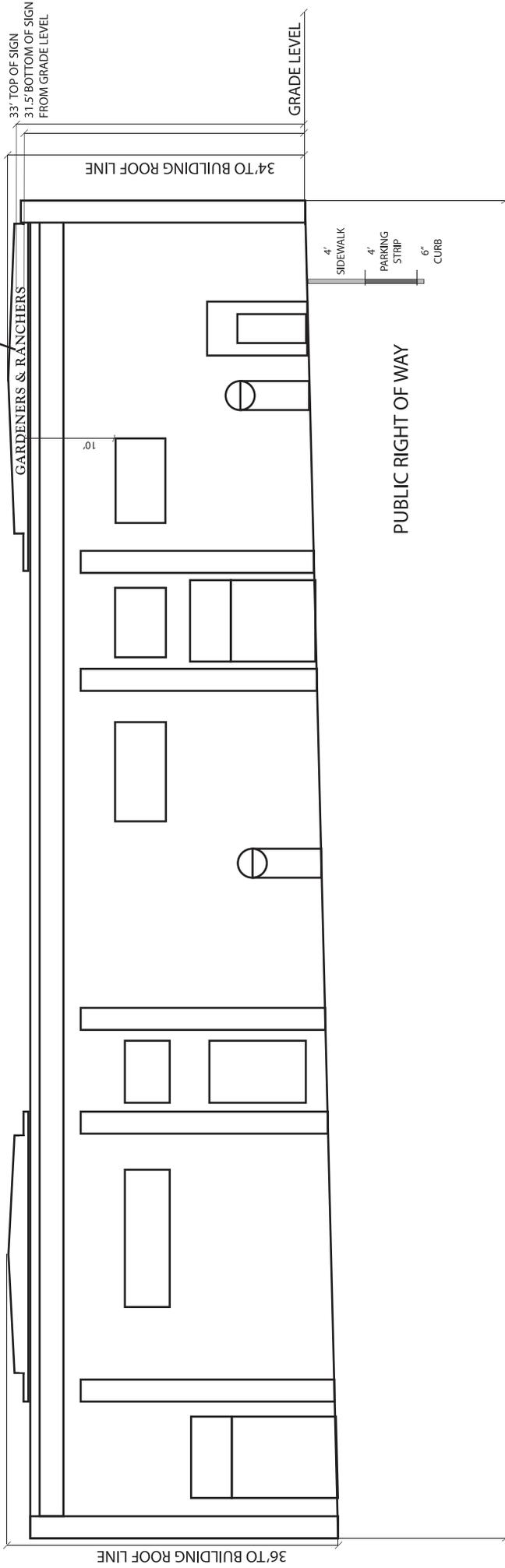
NON ILLUMINATED
PAINTED SIGN

SIGN PAINTED DIRECTLY
ON BUILDING WALL
USING BLACK PAINT

1.5'x28' = 42 S.F. SIGN ON SOUTH SIDE OF BUILDING

GARDENERS & RANCHERS

PROPOSED
42 S.F. SIGN
LOCATION



PROPERTY LINE/BUILDING LENGTH 180'

Approved
City of Portland
Bureau of Development Services
Planner: *Megan Walsh*
Date: **6-17-2022**
*This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.

ELEVATION PLAN

SCALE 1/20" = 1'

GARDENERS & RANCHERS BUILDING
1305-1337 SE MLK BLVD
PORTLAND, OR 97214

STUDIO SIGNS INC.
503-232-3640
CCB#69184

05/03/22

Approved per Condition 'C': The proposed wall signs shall, in perpetuity, remain non-illuminated and comprised entirely of paint.

SIGN DETAILS

NON ILLUMINATED
PAINTED SIGN

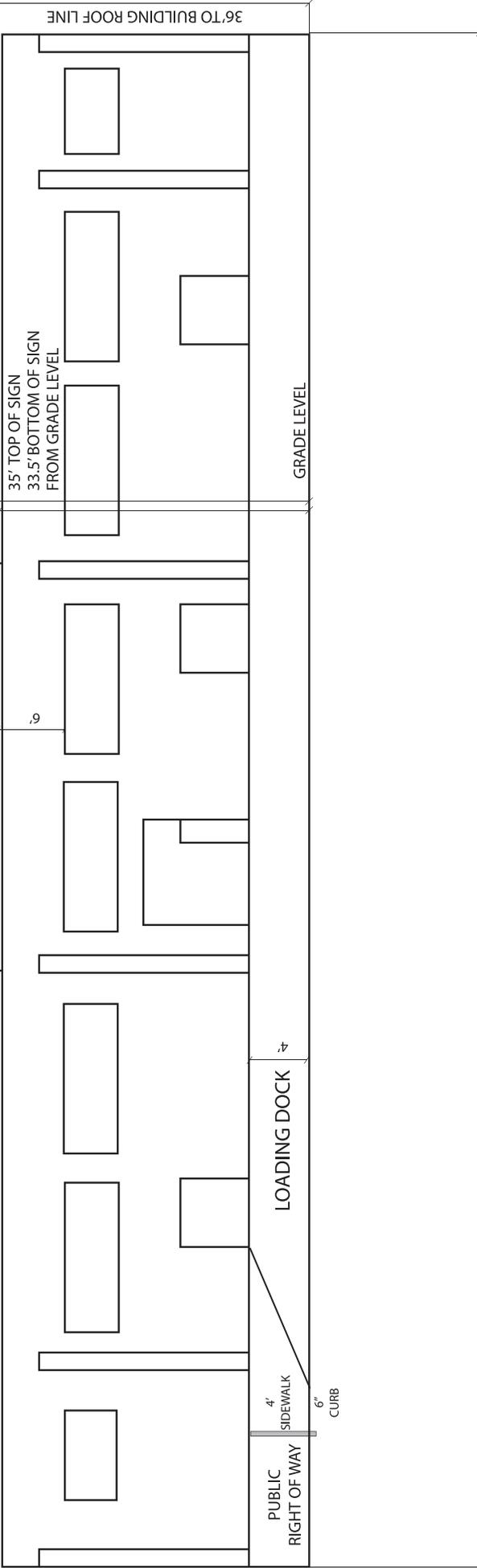
SIGN PAINTED DIRECTLY
ON BUILDING WALL
USING BLACK PAINT

1.5'x40' = 60 S.F. SIGN ON WEST SIDE

GARDENERS & RANCHERS BUILDING

PROPOSED
60 S.F. SIGN
LOCATION

GARDENERS & RANCHERS BUILDING



PROPERTY LINE/BUILDING LENGTH 200'

Approved
City of Portland
Bureau of Development Services
Planner: Megan Walsh
Date: 6-17-2022
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